

SANFORD COMMUNITY REDEVELOPMENT AGENCY

A COMPONENT UNIT OF THE CITY OF SANFORD



ANNUAL REPORT

OCTOBER 1, 2013-SEPTEMBER 30, 2014

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CRA BOARD MEMBERS



Chair

Maria Shreve

Vice Chair

Bruce McKibbin (County Appointed) until December 2013 Charles Davis as of January 2014

Members

Otto Garrett until 2013

Brian Volk (County Appointed)

Michael Yebba

Paul Osborne (County Appointed)

Executive Director

Robert Turk, City of Sanford Economic Development Director

Treasurer

Cynthia Lindsay, City of Sanford Finance Director

CRA VISION STATEMENT

"A UNIQUE AND VIBRANT PLACE TO LIVE, WORK, PLAY, AND VISIT."

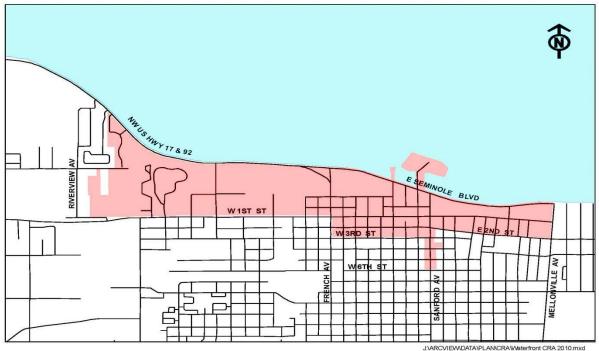
CRA MISSION STATEMENT

"REVITALIZE AND ENHANCE
THE CRA DISTRICT BY STRENGTHENING
ECONOMIC VITALITY AND LIVABILITY."

CRA GOALS

- AGGRESSIVELY PURSUE REDEVELOPMENT/REVITALIZATION TO ENHANCE ECONOMIC VITALITY AND LIVABILITY
- INTEGRATE THE DOWNTOWN-WATERFRONT IN FUNCTION, ACTIVITY AND TRANSPORTATION
- IMPROVE CRA DISTRICT CONDITIONS IN BOTH PHYSICAL AND SOCIAL QUALITY WHILE PRESERVING HISTORICAL SIGNIFICANCE





Waterfront CRA Boundary





CRA 2013 FINANCIAL STATEMENT

Lake Monroe Waterfront & Downtown Sanford Community Redevelopment Area

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Balance Sheet					
Operating Cash and Equivalents	\$	788,402			
Accounts Receivable		1,334			
Due from County		4,930			
Prepaid items and other assets		-			
Amount to be Provided for Retirement of General L-T-D		225,000			
Total Assets & Other Debits	\$	1,019,666			
Loan Payable	\$	225,000			
Other Payables		660,956			
Fund Balance		133,710			
Total Liabilities & Fund Balance	\$	1,019,666			

Statement of Revenues, Expenditures & Cash Available

Revenues & Other Sources: Current Ad Valorem-Ray Valdes Current Ad Valorem-Seminole County Portion Interest Use of Reserves	Budget 614,287 462,136 6,500 1,623,879	\$ Actual 660,057 457,376 8,386	\$ Balance (45,770) 4,760 (1,886) 1,623,879	% Budget 107% 99% 129% 0%
Total Revenues & Other Sources	\$ 2,706,802	\$ 1,125,819	\$ 1,580,983	
Expenditures:				
Personnel Expenditures	\$ 94,524	\$ 90,173	\$ 4,351	95%
Professional Services	39,213	8,293	30,921	21%
Other Contractual Services	62,000	58,293	3,708	94%
Postage and transportation	250	54	196	22%
Repairs and Maintenance	2,245	-	2,245	0%
Printing and Binding	200	-	200	0%
Promotional Activities	40,800	30,798	10,002	75%
Other charges/obligations	1,500	2,604	(1,104)	174%
Operating Supplies	-	9,810	(9,810)	100%
Registrations/Conference/Seminars	1,895	1,115	780	59%
Road / Infrastructure Projects	2,074,784	2,059,784	15,000	99%
Debt Service - 1st Street Streetscape Loan	230,356	230,396	(40)	100%
Rehabilitation Subsidy Grants	159,035	132,063	26,972	83%
Total Expenditures & Other Uses - FY2014	\$ 2,706,802	\$ 2,623,381	\$ 83,421	



The Sanford Community Development Agency (CRA) was established in 1995 with an anticipated 20 year life as a redevelopment district. In addition to funding several major streetscape projects such as First Street and Sanford Avenue, the CRA also funds programs which aid in redevelopment and revitalization of the downtown district. These programs include: Annuals/Flower Planting, Amtrak Downtown Shuttle, Event Promotions Grants, Façade Grants, Rehabilitation Loan Subsidy Grants, and Marketing Efforts.

The Sanford CRA was also expanded to include the Sanford Avenue Streetscape project which began in September of 2013, and was completed in September of 2014. The CRA has been instrumental in the overall improvement of the downtown economy and aesthetics of the project area.

The CRA is set to sunset in 2015. The downtown area has many tremendous assets that still need to be revitalized and open space that needs to be better utilized. Property values, as well as sales tax receipts, have illustrated the importance of extending the CRA for an additional ten years prior to expiration in 2015. The CRA Board selected Littlejohn Inc., and CPH Engineers for professional services to identify future projects, the components and capital required to put together a solid plan to submit to the Seminole County Commission for the extension of the CRA.

As a local, regional and national market participant, the City of Sanford Downtown / Waterfront (CRA) was able to significantly impact revitalization of the downtown area during Fiscal Year 2013/2014 through the deliberate execution of the projects and priorities articulated in the District Redevelopment Plan and Five Year Plan.

The Rehabilitation Loan Subsidy Program and the Façade Improvement Program continue to be successful in encouraging private investment in revitalization and economic development within the CRA district.

ACTIVITY SUMMARY

During the reporting period, October 2013 – September 2014, the City of Sanford Community Redevelopment Agency provided recommendations and funding for the following projects and activities:

Streetscape Projects:

Sanford Avenue Streetscape

Other Projects:

- Replacement of flower annuals
- CRA sponsored full time employee for downtown
- Continued monitoring and stabilization of 113 S. Palmetto Avenue

Programs and Promotions

The CRA Board funded a number of promotional events and activities that increased traffic, materially engaged and promoted improvements within the CRA district.

- Alive After Five
- Kids House 5k Run
- St. Johns River Art Festival
- Pirate Festival
- Pints and Paws
- Love Your Shorts
- Crappie Masters Fish Tour
- Celebrate Sanford
- Latino Festival
- Seminole County Day of Unity
- Rehabilitation Loan Subsidy Program
- Façade Improvement Grant Program

Other Activities

Amtrak/SunRail Downtown Shuttle



ALIVE AFTER 5

AA5 is Central Florida's largest recurring monthly street party with live music, local artists, food and beverage sampling in a beautiful historic town. The CRA continues to be a key promotional partner, bringing people to Sanford's downtown and contributing significantly to the area's redevelopment and revitalization. This monthly Street Party continues to grow and bring thousands of new and returning visitors to our downtown and has gained regional recognition as a regular community/ social event. The second Thursday of each month, from 5 to 8pm, rain or shine.

THE ST. JOHNS RIVER ART FESTIVAL

The St. Johns River Art Festival, now in its third year, drew over 15,000 attendees to the Historic District. The City and merchants benefited from revenue generated from the artist's three day stay. The local businesses reported positive feedback in outstanding sales in food and merchandise. This event continues to grow in numbers and is has proven to be a substantial economic impact for the downtown

NEW EVENTS

New Events such as "The First Annual Latino Festival on the Riverfront" hosted by the Central Florida Zoo and the Sanford Police Department had over 5,000 guests that visited the one day event, enjoying live music and a variety of traditional Latin activities throughout the day.

The City of Sanford hosted the "Celebrate Sanford Riverfront Festival", a free 4 day event that highlighted the character and individual nature of various locations citywide. This event brought in thousands to not only the downtown area, but to the Historic Goldsboro area as well.

MAJOR PROJECTS, PROGRAMS AND ACTIVITIES







SANFORD AVENUE STREETSCAPE DESIGN

This project is a result of the annexation of a five block stretch of Sanford Avenue into the CRA in 2009. The project is the largest infrastructure project the agency, has undertaken before its anticipated sunset in 2015. The streetscape project included the restoration of the brick paving, major street improvements and addition of an artistic and historic element into the design. In February 2011, AECOM was selected as the firm to design the project. The design process included a significant stakeholder and public outreach element to guide the conceptual goals and priorities of the revitalization of Sanford Avenue through the streetscape project.

The Sanford Avenue Streetscape design integrates the needs of business owners, pedestrians, cyclists, residents and visitors. The City of Sanford and the Sanford Community Redevelopment Agency have worked diligently with its community partners, such as businesses, property owners and residents of Sanford to create a workable, cost-efficient concept to redevelop the six-block area of Sanford Avenue. Sanford Avenue is also a cultural corridor that when re-developed will be an ideal location to attract new businesses to Sanford.

Elements of the Sanford Avenue Streetscape include adding more "green" to downtown by planting trees and landscaping. Street lights, event power, wider sidewalks, brick paved drive lanes, parallel parking spaces, decorative benches, bicycle racks and trash receptacles were added for elevated beauty and functionality attracting more residents and visitors.





CITY OF SANFORD FREE SHUTTLE SERVICE



In partnership with Amtrak, Lake Mary Shuttle provides daily transportation for passengers from the Amtrak Auto Train Station on Persimmon Avenue bringing passengers to Downtown Sanford's Historic Welcome Center on First Street. Thanks to funding from the Sanford Community Redevelopment Agency (CRA), the shuttle is free of charge and runs daily from the Amtrak Auto Train Station to Downtown Sanford every 20 minutes from 12 PM to 2 PM with return trips until 2:40 PM.

With the arrival of Central Florida's first commuter rail system "SunRail", the city had an urgent need for transportation services for commuters entering the City of Sanford via the SunRail. The Lake Mary Shuttle Service is now providing roundtrip transportation service to commuters weekdays between 10AM until 3PM coinciding with the SunRail's operating schedule. Since its inception, the program has continued to prove itself as a great investment in getting new visitors to the downtown area.

In August of 2014 a van owned by Lake Mary Shuttle was completely wrapped with an image of the waterfront with the City and CRA logos added. This van is now used for City of Sanford Shuttle purposes only. The full wrap (design, materials and installation) of the 2012 Ford van was paid for through Economic Development funds.

Winston Singh Enterprises, Inc., currently has a contract and hold harmless agreement with the City of Sanford. The current contract is relative to the provision of passenger shuttle service between the Sanford Amtrak Auto Train Station and downtown Sanford at an annual rate of \$41,975.00 (\$115 per day).

